

Salt Lake County Overnight Leisure Visitor Profile Summary

2000/2001

AGE		TRANSPORTATION		PURPOSE OF STAY		ACTIVITIES		SATISFACTION	
Average (years)	41.5	Motor Vehicle	61%	Overnight Leisure	100%	General Spending (Net)	52%	Average	8.1
18-34 Years	39%	Air	33%	Visit Friends/Relatives	34%	Shopping	36%	8-10 Excellent	75%
35-49 Years	43%	Other	7%	Special Event	23%	Dining	30%	4-7 Fair/Good	22%
55+ Years	19%			General Vacation	19%	Entertainment	20%	1-3 Poor	3%
LIFESTAGE		ACCOMMODATIONS		ORIGIN MARKETS		Sightseeing (Net)		VALUE	
18-34/No Children	16%	Hotel	49%	<u>States</u>		Sightseeing	35%	Average	7.9
18-34/Children	23%	Private Home	34%	Idaho	15%	Group Tour	3%	8-10 Excellent	70%
35-54/No Children	16%	Paid non/Hotel	7%	Utah	15%	Culture (Net)	30%	4-7 Fair/Good	27%
35-54/Children/<\$50K	9%	Other	10%	California	13%	Historic Site	17%	1-3 Poor	3%
35-54/Children/\$50K+	18%	RESERVATION TYPE		Texas	8%	Museum/Art Exhibit	12%	EXPENDITURES	
55+/No Children/<\$50K	6%	No Reservation	40%	Nevada	6%	Cultural Activity	8%	Average (per person per day)	\$91
55+/No Children/\$50K+	12%	Reservation	60%	Wyoming	4%	Festival/Craft Fair	5%	Transportation	34%
HOUSEHOLD INCOME		Direct to Location	23%	Washington	4%	Concert/Play/Dance	4%	Shopping	18%
Average AHH Income	\$58,000	Toll-Free Number	13%	Colorado	4%	Outdoor Sports (Net)	21%	Food	17%
<\$25,000	11%	Other	12%	Illinois	3%	Snow Ski	7%	Room	13%
\$25K-\$49,999	36%	Computer/Internet	8%			Hike/Bike	6%	Entertainment	12%
\$50K-\$74,999	27%	Travel Agent	4%	<u>DMA's</u>		Golf	5%	Other	6%
\$75,000+	25%	SEASON OF TRAVEL		Salt Lake City	21%	Hunt/Fish	2%	LENGTH OF STAY	
OCCUPATION		Spring (Mar-May)	22%	Idaho Falls/Pocatello	9%	Adventure Sports	1%	Average	3.4 Nights
Manager, Prof.	39%	Summer (Jun-Aug)	34%	Los Angeles	5%	Boat/Sail	0%	1-3 Nights	68%
Tech., Sales, Admin.	16%	Autumn (Sep-Nov)	17%	San Francisco Bay Area	4%	Attractions (Net)	18%	4-7 Nights	22%
Service	6%	Winter (Dec-Feb)	27%	Dallas	4%	Theme Park	7%	8+ Nights	10%
Other	9%	PARTY COMPOSITION		Denver	3%	Sporting Event	7%	ONE-WAY DISTANCE	
Retired	8%	Avg. Party Size	3.1 Pers.	Seattle	3%	Night Life	2%	Average Distance	736 Miles
Not Employed	23%	One Adult	17%	Boise	3%	Gamble	2%	1-250 Miles	24%
EDUCATION		MM/FF	5%	Chicago	3%	Shows	1%	251-500 Miles	20%
No College	20%	3+ Adults	9%	Cleveland	2%	Nature (Net)	16%	501-750 Miles	19%
Attended College	22%	Couples	36%			National/State Parks	9%	750+ Miles	37%
College Grad.	58%	Families	34%			Eco-Travel	4%		
Post-Grad. Degree	28%					Camping	3%		
						Beach/Waterfront	2%		